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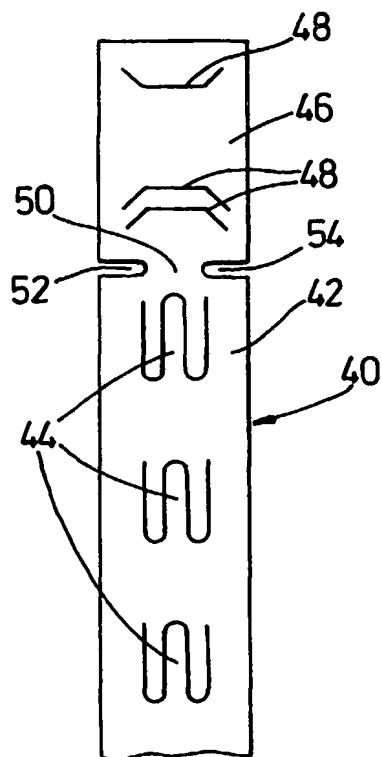
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- (71) Applicant (for all designated States except US): **LIGHTHOUSE DISPLAY INTERNATIONAL LIMITED** [GB/GB]; The Thunderbay Works, Crossgate Drive, Nottingham NG2 1LQ (GB).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **SPEED, Neil, Hugh, Forsyth** [GB/GB]; The Thunderbay Works, Crossgate Drive, Nottingham NG2 1LQ (GB). **SIMPSON, Alec, Michael** [GB/GB]; The Thunderbay Works, Crossgate Drive, Nottingham NG2 1LQ (GB).
- (74) Agent: **HULSE, Graham**; Hulsemarque, 157 Sandygate Road, Sheffield S10 5SA (GB).
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(54) Title: **STRIP MERCHANDISERS**



(57) Abstract: A strip merchandiser (40) for use with an automated loading mechanism has an elongate body portion (42) having a plurality of longitudinally spaced product mounting hooks (44) capable of being raised and lowered as the strip passes through the mechanism and a header portion (46) on the body portion (42), said header portion (46) having different characteristics to those of the body portion so that it cannot readily pass through the mechanism wherein the strip merchandiser (40) at or adjacent the intersection between the header portion (46) and the body portion (42) is provided with means (50) to allow the header portion to pass above the mechanism. Said means (50) here is a neck portion created by lateral cuts (52, 54).